

Amendments to the Claims

1 Claim 1 (previously presented): A method of selectively subscribing to content in a computing
2 environment, comprising:

3 enabling a user to identify, from a rendered view of content, a portion of the content
4 which is of interest to the user, wherein a renderer of the view of the content has not provided a
5 subscription interface thereto; and

6 registering a subscription, for the user, to the identified portion of the content.

1 Claim 2 (previously presented): The method according to Claim 1, further comprising:

2 using the registered subscription to deliver updates of the identified portion of the content
3 to the user.

1 Claim 3 (previously presented): The method according to Claim 1, further comprising:

2 enabling the user to customize the subscription to specify at least one condition which
3 must be matched before the user is interested in the identified portion of the content; and
4 wherein the registering further comprises registering the customization.

1 Claim 4 (previously presented): The method according to Claim 3, further comprising:

2 using the registered subscription to deliver an update of the identified portion of the
3 content which match the at least one condition to the user.

1 Claim 5 (previously presented): The method according to Claim 3, further comprising:

2 specifying, for the user, at least one action to be carried out when the at least one
3 condition is matched in an update of the identified portion of the content.

1 Claim 6 (previously presented): The method according to Claim 5, further comprising:
2 evaluating the registered subscription, and if the at least one condition registered therein
3 is met in an update to the identified portion of the content, carrying out the at least one action.

Claims 7 - 11 (canceled)

1 Claim 12 (previously presented): The method according to Claim 1, wherein the enabling and the
2 registering are adapted for enabling a plurality of users to identify the portion of the content which
3 is of interest to each of the plurality of users and registering the subscription to the identified
4 portion of the content for each of the plurality of users, respectively.